

THE ECONOMIC TIMES

HP arm Snapfish buys MeraSnap

■ **BANGALORE:** Snapfish, the online photo services business of Hewlett Packard (HP), has acquired the customers of MeraSnap.com, an online digital photo printing and delivery portal, for an undisclosed sum. The deal gives the HP-owned company access to about one lakh MeraSnap clients. Snapfish MD (Asia-Pac and Latin America) Bala Parthasarthy said it would continue to scout for inorganic growth opportunities meeting size and value requirements. Among the prominent players in the online photo service business in India are Picsquare and ZoomIn. Snapfish, which launched its India operations about 8 months ago, has built up a customer base of some two lakh.